

ABSTRACT OF THE DISCLOSURE

An illumination apparatus comprises an illuminant which radiates diffused light from an outgoing plane and generates heat, a light guiding member configured to guide the diffused light from the illuminant while reflecting the diffused light at the internal surface thereof, and a holding member configured to integrally hold the illuminant and the light guiding member at a predetermined interval. The light guiding member includes an incident end which is close to the outgoing plane of the illuminant, and into which the diffused light is incident and which is larger than the outgoing plane of the illuminant, and an outgoing end which is larger than the incident end. The holding member includes a heat conducting portion configured to conduct the heat generated at the illuminant, and a heat radiating portion configured to radiate heat from the heat conducting portion.